

Industry Skills Standards

*Jobs and Skill Requirements
for Entry-Level Workers
2000-2005*

Arts & Media

A project of the
Connecticut Business & Industry Association,
in collaboration with the
School-to-Career Partnership
of the State Departments of Education, Higher
Education and Labor.



An Introduction to the Arts and Media Cluster

The “Arts and Media” cluster includes jobs performing in theater, dance and music, and behind-the-scenes jobs such as set design, set lighting and camera work. It also includes the visual arts, such as painting and sculpture, and the management of theaters, museums, art galleries and concert spaces, both classical and popular. Also in this cluster are jobs in radio, television, films, newspapers and magazines, which might include announcing, acting, filming, producing, writing, editing and reporting. Advertising is part of this cluster, as are jobs in commercial art, design and photography studios.

Museums and art galleries not only need people who are knowledgeable about the visual arts, but also people who understand how to display art and to manage finances, buildings and organizations.

Newspapers need people to write and to manage the newspaper business. Reporters must be able to collect information accurately and to write clearly and quickly. Technical people get the paper printed. Radio and television not only need announcers, commentators and actors, but also technical people who can get the show on the air.

Almost all of the careers in this cluster would require education after high school, whether in special schools for technical skills, through lessons in acting or singing, or by acquiring associate's and bachelor's degrees. High school courses would focus on art, music, writing, media, communications, design and using the computer.

Something to Consider

Making a good living in the performing arts takes enormous talent,

motivation and luck, and not many succeed, but many people enjoy using their performing skills in regional and community theaters and other groups while earning a living in a more traditional way. However, there are behind-the-scenes jobs requiring technical and artistic skills that can also be explored. In addition, theaters, film production companies and concert spaces are businesses that need employees with the same business and financial skills that other industries do.

Working in this cluster often appeals to people who are strongly drawn to performing, who tend to see the world in terms of color and design, who enjoy expressing themselves through drawing or writing, who are fascinated by the artistic and technical results that can be achieved by using computers, who feel strongly about affecting opinions through newspapers, radio or television, or who think entertainment is simply the business of the future.

Some Examples of What a Student Might Do

Writers may do their writing for books, newspapers, magazines or advertising agencies. Larger businesses also may hire writers to make sure that things they send to their customers or use with their own employees are correctly written. **Artists** may sell their work themselves or through galleries, while **commercial artists** frequently work for themselves and do design work for companies when it is needed. Connecticut has a number of newspapers that hire **reporters**, while **radio and TV announcers** announce or analyze the news for radio and TV stations. **Broadcast technicians** do the technical work to get a show on the air. **Actors, entertainers and dancers** work in theaters and dance companies; many work part-time and hold another job.

ARTS AND MEDIA CLUSTER

JOB CATEGORIES AND SELECTED JOB TITLES

Arts and Media professionals have identified the job categories and titles they project will be in demand over the next five years. Education level requirements are indicated for each job requirement so those students can plan their coursework accordingly. However, there is some flexibility within these educational guidelines. What is checked represents the minimum amount of education required. (Note: * = appears in other clusters, % = certification required.)

Arts Administration/Management

Primary function: Plan, organize, implement and monitor activities that advance an arts and media organization toward its goals.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Art Technologist		X		
Artist's Representative/Agent	X			
Arts Administrator			X	
Assistant Gallery Director		X		
Attraction Manager (ticketing, planning)*			X	
Box Office Manager	X			
Community/Corporate Relations Director			X	
Cyberspace Specialist*			X	
Development Director/Grants Writer*			X	
Direct Marketing Specialist/Director*			X	
Education/Outreach Coordinator			X	
Events Manager*		X		
Fundraiser*		X		
House Manager	X			
Internet and Online Service Developer			X	
Marketing Assistant*	X			
Marketing Director*			X	
Media Specialist		X		
Museum Curator				X
Public Relations Assistant*	X			
Publications Editor*			X	
Sales (Music, Art supplies)	X			
Videographer		X		

Performing Arts – Music

Primary Function: Sing and play on instruments, alone and with others, a varied repertoire of music; improvise melodies, variations, and accompaniments, create and arrange music within specified guidelines, evaluate music and direct performance of music.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Composer	X			
Conductor				X
Enthomusicologist			X	
Instructor			X	
Music Teacher				X
Music Therapist%				X
Musical Director			X	
Musician	X			
Orchestrator				X
Recording Artist	X			

Performing Arts –Theater

Primary Function: Develop, communicate and sustain characters, through acting, improvisations and informal and formal productions; improvise and refine scripts, interpret dramatic texts; and organize, direct and conduct rehearsals.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Actor		X		
Artistic Director			X	
Casting Director		X		
Director			X	
Dramaturge			X	
Instructor				X
Mime	X			
Performance Artist	X			
Puppeteer		X		
Storyteller	X			
Theater Therapist%				X

* = appears in other clusters

% = certification required

Performing Arts – Dance

Primary Function: Demonstrate movement elements, alone and with others, to a varied repertoire of dance, and apply choreographic principles, process and structures.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Choreographer			X	
Dance Critic			X	
Dance Historian			X	
Dance Notator			X	
Dance Therapist				X
Dancer		X		
Instructor/Educator			X	

Photography

Primary Function: Translate artistic interpretations to appropriately apply photographic concepts and techniques to arts and media projects.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Commercial Photographer			X	
Fashion Photographer			X	
Forensic Photographer			X	
Medical Photographer			X	
Industrial Photographer			X	
News Photographer			X	
Photojournalist			X	
Photo Technician		X		
Public Safety Photographer		X		

Multimedia Arts/Entertainment

Primary Function: Entertain and provide educational programs for use on the computer and through online services; use computer-generated special effects in the development of music videos and other multimedia entertainment projects.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Internet Web Designer			X	
Multimedia Entertainment Developer%			X	
Special Effects Software Engineer				X

* = appears in other clusters

% = certification required

Visual Arts

Primary Function: Create artistic interpretations through the application of materials and other media.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Cartoonist		X		
Computer Graphics Assistant		X		
Craftsperson (pottery, quilting, etc.)		X		
Fashion Designer			X	
Furniture Designer			X	
Graphic Designer			X	
Industrial Design			X	
Jewelry Designer		X		
Illustrator			X	
Painter			X	
Sculptor			X	
Textile Designer		X		

Production/Execution

Primary Function: Plan or assist persons who plan, organize, implement and monitor activities that advance an arts and media project toward its goals.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Costume Designer			X	
Director (video, TV, film, theater, audio)			X	
Editor (video, TV, film, audio, multimedia)			X	
Lighting Designer			X	
Producer (video, TV film, theater, audio)			X	
Production Manager			X	
Set Designer			X	
Stage Manager			X	
Sound Designer			X	
Technical Director			X	

Technician

Primary Function: Translate artistic interpretations to appropriately apply light, sound and color.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Audio-Visual Specialist		X		
Best Boy/Girl		X		
Broadcast Technician		X		
CAD Operator		X		
Camera Operator		X		
Gaffer		X		
Grip		X		
Lighting Technician		X		
Recording Technician		X		
Stage Technician		X		

Writers and Editors/Journalists

Primary Function: Originate and prepare materials such as scripts, stories, news items and advertisements.

Job Title	H.S. Diploma	A.S.	BA/BS	Masters+
Author			X	
Classified Advertising	X			
Columnist			X	
Copy Editing			X	
Critic			X	
Editor			X	
Internet Writer			X	
New Media			X	
Newspaper Circulation		X		
Playwrite			X	
Poet			X	
Reporter or Correspondent			X	
Writer			X	

Arts and Media Cluster (High School or Associate's Degree)

Technical Skills	Arts Admin.	Perform Music	Perform Dance	Perform Theater	Photo-graphy	Visual Arts	Technician	Writers/ Journalists
Reading:								
Read and refine scripts, plays, news media articles	X	X	X	X				X
Understand technical terms	X	X	X	X	X	X	X	X
Read and understand various literary works	X	X	X	X		X		X
Read and understand historical texts - on subjects such as folk art, drawing, painting, sculpture, design- to film and video	X	X	X	X	X	X	X	X
Writing:								
Use artistic terminology properly in written materials	X	X	X	X		X		
Edit scripts, copy, news articles	X	X	X	X				X
Write, improvise and refine scripts in a variety of traditional and new forms				X				
Design coherent stage management, promotional and business plans	X							
Fill out work-related forms	X	X	X	X	X	X	X	X
Ability to write Internet Web content	X							X
Write news copy	X							X
Mathematics:								
Understand algebra and trigonometry for use in computing time codes, numerical measurement of light and analyzing data.							X	
Use a scale in design or constructions.	X					X	X	
Understand math application for budgeting.	X							
Read floor plans.	X			X			X	
Scientific Knowledge:								
Knowledge of basic anatomy and kinesiology		X	X	X				
Basic knowledge of good nutrition and healthy life practices as they relate to dance	X	X	X	X				

Draft blueprints.					X	X	X	
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Arts and Media Cluster (High School or Associate's Degree)

Technical Skills	Arts Admin.	Perform Music	Perform Dance	Perform Theater	Photography	Visual Arts	Technician	Writers/ Journalists
Understanding of colors and how light reflects, refracts.					X	X	X	
Knowledge of how camera and film respond to different types of light.					X	X	X	
Understanding of optics.					X	X	X	
Knowledge of physical properties of film and objects.					X	X	X	
Know how to explain the basic physical and chemical properties of light, color, electricity.		X	X	X	X	X	X	
Knowledge of taking, developing and processing photographs, including printing negative faults, chemistry, film characteristics, exposure, filters, optics, light, color and cameras					X	X		
Knowledge of line and continuous tone cog				X	X	X		
Knowledge of material properties			X	X	X	X	X	
Knowledge of electricity					X		X	
Speaking and Listening								
Listen effectively	X	X	X	X	X	X	X	X
Phrase artistic concepts clearly	X	X	X	X	X	X	X	X
Use professional terminology correctly	X	X	X	X	X	X	X	X
Describe the action and movement elements observed in a dance, using appropriate movement vocabulary			X					
Conduct auditions		X	X	X				
Direct scenes		X	X	X				
Prepare an aesthetic photographic presentation					X	X		
Form and defend judgments about characteristics and structures to accomplish goals		X	X	X	X	X		X

Problem-solving and analytical:								
Evaluate music and music performances	X	X						
Understand relationships between music, the other arts, and disciplines outside the arts	X	20 X	X	X	X	X	X	

Arts and Media Cluster (High School or Associate's Degree)

Technical Skills	Arts Admin.	Perform Music	Perform Dance	Perform Theater	Photography	Visual Arts	Technician	Writers/ Journalists
Understand music in relation to history and culture	X	X	X	X	X	X	X	
Listen to, analyze and describe music	X	X	X	X				
Apply and demonstrate critical and creative thinking skills in dance.			X	X				
Understand dance and theater in various cultures and historical periods		X	X	X				
Understand how to evaluate dance, such as the skill of performers, originality, visual and/or emotional impact, variety and contract.			X	X				
Respond appropriately to technical difficulties		X	X	X	X	X	X	
Use resources efficiently.		X	X	X	X	X	X	X
Interpret dramatic texts.			X	X				
Organize and conduct rehearsals for informal or formal productions.		X	X	X				
Create and implement production schedules, stage-management plans, promotional ideas, and business and front-of-house procedures for informal and formal productions	X	X	X	X				
Compare and integrate art forms by analyzing traditional theater, dance music, visual arts and new art forms.		X	X	X	X	X	X	
Research cultural, historical and symbolic clues in dramatic texts.		X	X	X				
Research and describe appropriate historical production designs, techniques and performances from various cultures.		X	X	X				
Research ability.	X	X	X	X		X	X	X
Understand how to evaluate photographs, including impact, variety, technical skills and contrast.					X	X		X
Understand and apply media, techniques and processes.		21			X	X	X	X

Arts and Media Cluster (High School or Associate's Degree)

Technical Skills	Arts Admin.	Perform Music	Perform Dance	Perform Theater	Photography	Visual Arts	Technician	Writers/Journalists
Apply knowledge of structures and functions to evaluate the effectiveness of artworks.	X				X	X		
Create multiple solutions to specific visual arts problems.			X	X	X	X		
Artistic/Creative skills:								
Musical ability and skill		X	X	X				
Knowledge of instruments and voice		X		X				
Skill in sight-reading, transposing, improvising, memorizing.		X	X	X				
Sing, alone and in groups, a varied repertoire of music.		X		X				
Perform on instruments, alone and in groups, a varied repertoire of music.		X						
Improvise melodies, variations and accompaniments.		X						
Compose and arrange music within specified guidelines.		X						
Read and notate music.		X		X				
Identify and demonstrate movement elements and skills in performing dance.			X					
Demonstrate accurate memorization and reproduction of movement sequences.			X	X				
Understand choreographic principles, processes and structure.			X	X				
Understand dance to create and communicate music.		X	X	X				
Demonstrate musical aptitude.		X	X	X				
Have knowledge of the art form and know how to respond to it.	X	X	X	X				
Understand composition, design and aesthetics.		X	X	X				
Know how to demonstrate various classical and contemporary acting techniques and methods.		22	X	X				

Arts and Media Cluster (High School or Associate's Degree)

Technical Skills	Arts Admin.	Perform Music	Perform Dance	Perform Theater	Photography	Visual Arts	Technician	Writers/ Journalists
Dramatic/comedic talent and skill.			X	X				
Knowledge of voice.		X		X				
Ability to express a wide range of emotions and character traits.		X	X	X				
Understand use of color, light and image in photography.					X	X	X	
Demonstrate imagination.	X	X	X	X	X	X		X
Create art in an Internet Web environment					X	X	X	
Demonstrate creativity.	X	X	X	X	X	X		X
Occupation-Specific Knowledge and Skills:								
Understand and use dance notation.			X					
Understand technology of the industry.	X	X	X	X	X	X	X	X
Apply technical knowledge and skills to create functional scenery, properties, lighting, sound, costumes and makeup.								
Know how to safely operate technical equipment relating to productions.						X	X	
Know how to operate cameras and related equipment.					X	X	X	
Know how to develop film.					X			

Knowledge of equipment for occupation.	X				X	X	X	X
Operate machinery related to job.					X		X	
Computer Skills								
Understand CAD technology.	X							
Understand basic software programs.	X							X
Knowledge of the Internet	X							X